

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 06023 272117Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W  
-----018253 272125Z /61  
R 231911Z DEC 77  
FM AMEMBASSY TEGUCIGALPA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8911

UNCLAS TEGUCIGALPA 6023

E.O. 11652: N/A  
TAGS: BBSR, HO  
SUBJ: WTDR/FTI: EMBOTELLADORA LA REINA

REF: USDOC 24370

1. HONDURAS

OFFICE USE: 2. 215 3. 00318000 4. 01

5. EMBOTELLADORA LA REINA, S.A.

6. P.O. BOX N/A; KM. 8 CARRETERA A LEPATERIQUE

7. COMAYAGUELA, D.C.

8. CONTACT: FRANCES DE VINELLI

9. TITLE: MANAGER  
OTHER OFFICIALS ARE: PAUL VINELLI, PRESIDENT

10. PHONE: 340662 11. TELEX: N/A

12. CABLE: REYNASA

13. ESTABL: 1963 14. EMPL: 114 15. SIZE: MEDIUM  
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16. REPUTATION: Y-EXCELLENT 17. RPT. DATE: 12/77

OFFICE USE: 18. K 19. N/A 20. X 21. N/A 22. 15

23A. 20860/03 MFR AND DIST OF PEPSI-COLA AND SIMILAR  
SOFT DRINKS

24. FOREIGN SALES: LOCAL SALES ONLY

25. FINANCIAL REFS: BANCO ATLANTIDA, 5A. CALLE, TEGUCIGALPA.

26. TRADE REFS: PEPSI-COLA INTERNATIONAL, NEW YORK, N.Y.  
AND PEPSI-COLA MEXICANA, PRAGA 45, MEJICO 6, D.F.

27. FOREIGN FIRMS REPRESENTED: SAME AS ITEM 26

28. POST EVALUATION: SEVERAL IMPORTANT BUSINESSMEN OF  
TEGUCIGALPA FORMED THIS CORPORATION FOR THE MANUFACTURE  
AND BOTTLING OF SOFTDRINKS, INCLUDING PEPSI-COLA AND  
SIMILAR PRODUCTS MARKETING UNDER THE BRAND NAME OF  
"MIRINDA". THE FIRM HAS MODERN INSTALLATIONS AND  
SEVERAL TRUCKS FOR THE DISTRIBUTION OF ITS PRODUCTS.

AS A PEPSI-COLA DEALER, THE FIRM COVERS THE CENTRAL,  
EASTERN AND SOUTHERN AREA OF THE COUNTRY. THE FIRM  
ENJOYS AN EXCELLENT REPUTATION IN LOCAL BANKING AND  
COMMERCIAL CIRCLES AND IS RECOMMENDED AS A SUITABLE  
TRADE CONTACT FOR US FIRMS. THE CAPITAL OF THE FIRM  
IS US\$500,000 AND SALES VOLUME FOR THE FIRST SIX  
MONTHS OF 1977 WERE US\$390,000 APPR.

29. PREP. J.J. ORTUNO APP: M. KROMHOUT.  
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JARAMILLO

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 23-Dec-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977TEGUCI06023  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770482-0557  
**Format:** TEL  
**From:** TEGUCIGALPA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19771220/aaaaaqgx.tel  
**Line Count:** 95  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 4eb1cafd-c188-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 02-Mar-2005 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 135738  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** WTD/FTI: EMBOTELLADORA LA REINA  
**TAGS:** BBSR, HO  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odhc://SAS/SAS.dbo.SAS\_Docs/4eb1cafd-c188-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009